Abstract

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Aiding Army National Guard Recruiting using GIS in Rhode Island
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Many recruitment methods used by the Rhode Island Army National Guard (RIANG) are mostly unsystematic. GIS methods were examined in order to quantify and streamline the recruiting process in Rhode Island, USA. Army National Guard recruiting offices have success with certain demographic groups. Block-level U.S. census data was used for spatial analyses. Existing offices were mapped and buffered by five miles and census data was used to identify pockets of successful demographic groups. Proximity analyses between buffer areas and high-density areas of demographic groups were done to examine where further recruiting efforts should be focused.

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